

Notice of Allowability	Application No.	Applicant(s)	
	09/769,887	BIMSON ET AL.	
	Examiner Thu V. Huynh	Art Unit 2178	

-- *The MAILING DATE of this communication appears on the cover sheet with the correspondence address--*

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. This communication is responsive to RCE filed on 7/10/07.
2. The allowed claim(s) is/are 1-4, 14-16, now renumbered as 1-4, 7,5-6 respectively.
3. Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All
 - b) Some*
 - c) None
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) hereto or 2) to Paper No./Mail Date _____.
 - (b) including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. Notice of References Cited (PTO-892)
2. Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____
4. Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. Notice of Informal Patent Application
6. Interview Summary (PTO-413),
Paper No./Mail Date 20070810.
7. Examiner's Amendment/Comment
8. Examiner's Statement of Reasons for Allowance
9. Other _____.

EXAMINER'S AMENDMENT AND REASON FOR ALLOWANCE

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Howard I. Sobelman on 08/07/07.

2. The application have been amended as follows:

Please replace claim 1 as follows:

1. A computer-implemented method for managing digital content for a company website on a global basis, including the steps of:
receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises components; creating said components according to said request; storing each of said components within a markup language file in a database globally accessible by a reviewer, wherein said components are decoupled from said content page; routing said components to said reviewer, wherein each of said components is individually routed; creating an updated content page when each of said components has been authorized, wherein said updated content page does not include said components and comprises content

mapping data which includes instructions for mapping said components to said updated content

page;

receiving, from a computer of a user, a request to view said updated content page;

retrieving a category tag click count for at least one of said components corresponding to
said user;

analyzing said category tag click count to determine a level of interest for establishing
user preferences;

retrieving said components according to said user preferences, wherein each of said
components includes a category tag corresponding to said user preferences; and

positioning said retrieved components on said updated content page according to said
content mapping data.

Please replace claim 14 as follows:

14. A computer-readable storage medium containing a set of instructions for a
general-purpose computer comprising:

receiving, at a content management application, a request to create updated content for a
content page within said company website, wherein said updated content comprises components;

creating said components according to said request;

storing each of said components within a markup language file in a database globally
accessible by a reviewer, wherein said components are decoupled from said content page;

routing said components to said reviewer, wherein each of said components is
individually routed;

creating an updated content page when each of said components has been authorized, wherein said updated content page does not include said components and comprises content mapping data which includes instructions for mapping said components to said updated content page;

receiving, from a computer of a user, a request to view said updated content page;

retrieving a category tag click count for at least one of said components corresponding to said user;

analyzing said category tag click count to determine a level of interest for establishing user preferences;

retrieving said components according to said user preferences, wherein each of said components includes a category tag corresponding to said user preferences; and

positioning said retrieved components on said updated content page according to said content mapping data.

REASONS FOR ALLOWANCE

3. The following is an examiner's statement of reasons for allowance:

Regarding independent claims 1 and 14 (now renumbered as 1 and 7), the features of retrieving and analyzing a category tag click count for a component among components of an updated web page corresponding to a user who requests to view the updated web page to establish the user's preferences, wherein each component includes a category tag corresponding to said user preferences; retrieving the components based on the established user's preferences and mapping the components to the updated web page are not shown and would not have been

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obvious to a person of ordinary skill in the art at the time of the invention in view of the prior art of record.

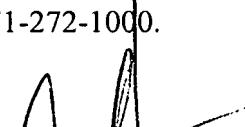
Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thu V. Huynh whose telephone number is (571) 272-4126. The examiner can normally be reached on Monday to Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Stephen S. Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

TVH
August 16, 2007


~~STEPHEN HONG~~
~~SUPERVISORY PATENT EXAMINER~~